Amendment to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended): A customer relationship management system ~~where, at the time of usage of a shop or a service by a customer, said system analyzes said customer's buying habit to determine a customer-rank from his or her purchase data and comprises~~ comprising:

a smart card containing an IC chip ~~having a CPU~~, a storage means, and an I/O interface, wherein the IC chip includes a CPU; and

a terminal for communication with said smart card,

wherein said smart card:

receives information about the most recent purchase ~~usage~~ by said customer via said I/O interface from the terminal,

calculates a first value representing said customer's latest buying habit which is based on information about purchases so far by said customer, ~~from an~~ wherein said first value is calculated by using a second value representing said customer's buying habit prior to the most recent purchase, ~~analysis result at the previous usage~~ said second value being stored in the storage means, and by using the information received about the most recent purchase ~~the most recent data~~, and

sends the calculated first value ~~a calculation result~~ as needed via said I/O interface.

2. (currently amended): The customer relationship management system according to claim 1, wherein the system has a capability to present a service content for said customer on said terminal according to the first ~~a~~ value representing said customer's latest buying habit calculated in the ~~a~~ smart card

3. (currently amended): The customer relationship management system according to claim 1, wherein the system uses at least one type of information such as the number of ~~usage~~ purchases, a purchase amount, a usage date/time, and a usage category as said information about the purchases ~~data~~.

4. (currently amended): The customer relationship management system according to claim 1,

wherein the storage means stores a plurality of values representing said customer's buying habit prior to the most recent purchase, each of the plurality of values being based on different information about the purchases, and

wherein the CPU calculates the customer's latest buying habit using the second value representing said customer' s buying habit prior to the most recent purchase, the second value being based on the information about the purchase corresponding to the received information about the most recent purchase. ~~system maintains at least one parameter used for calculating a value representing said buying habit in said smart card, and maintains at least one type of calculation results using different parameters in said smart card.~~

5. (currently amended): A customer relationship management system

according to claim 1 where, at the time of usage of a shop or a service by a

customer, said system analyzes said customer's buying habit to determine a

customer rank from his or her purchase data and comprises; a smart card containing

an IC chip having a CPU, a storage means, and an I/O interface and a terminal for

communication with said smart-card, wherein said smart card: has a capability to

manages points provided when the a customer having said smart card uses a

shop or a service[;],said customer is provided with a specified service according

about the most recent usage by said customer via said I/O interface, calculates a

value representing said customer buying habit so far from an analysis result at the

previous usage, and the most recent purchase data, and

adds points wherein varies a rate of providing said points is varied according

to said calculation result calculated first value.

6. (canceled).

7. (canceled).

8. (currently amended): A customer relationship management system where,

at the time of usage of a shop or a service by a customer, said system analyzes said

customer's buying habit to determine a customer rank from his or her purchase data

and comprises comprising:

at least two smart cards, each containing an IC chip having a CPU, a storage

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means, and an I/O interface, wherein the at least two smart cards include a first smart card and a second smart card; and

a terminal for communication with each of said at least two smart cards card,

wherein ~~each customer owns at least one said first smart card (customer card); said first smart card is provided with at least one of a payment capability and a point management capability; said~~ the storage means of the first smart card which is owned by a customer stores a first value representing said customer's buying habit based on information about purchases so far by said customer;

wherein the ~~a shop owns said~~ second smart card (shop card) which is owned by a shop owner; ~~said second smart card has a capability of~~ receives information about the most recent purchase by said customer via said I/O interface from the terminal; and

~~calculating a value representing each customer's buying habit; and said second card, when used,~~ wherein the second smart card receives ~~a~~ the value representing said customer's buying habit so far by said customer from said first card via said I/O interface, uses said CPU to calculate a second value representing said customer's latest buying habit ~~according to~~ by using the ~~a specified mathematical formula based on the previous log data and the~~ information received about the most ~~recently received~~ recent purchase ~~data~~, and by using the received first value representing said customer's buying habit so far by said customer, and then returns said ~~calculation result~~ calculated second value to the first smart ~~customer~~ card via said I/O interface.

9. (currently amended): The customer relationship management system according to claim 8, wherein the system uses at least one type of information such as the number of usage, a purchase amount, a usage date/time, and a usage category as said <u>information about the</u> purchase ~~data~~.

10. (currently amended) The customer relationship management system according to claim 8, wherein the <u>storage means stores a plurality of values</u> <u>representing said customer's buying habit prior to the most recent purchase, each of</u> <u>the plurality of values being based on different information about the purchases, and</u> <u>wherein the smart card calculates the customer's latest buying habit using the</u> <u>first value representing said customer's buying habit prior to the most recent</u> <u>purchase, the first value being based on the information about the purchase</u> <u>corresponding to the received information about the most recent purchase</u> ~~system~~ ~~maintains at least one parameter used for calculating a value representing said~~ ~~buying habit in said smart card, and maintains at least one type of calculation results~~ ~~using different parameters in said smart card~~.

11. (new): A customer relationship management system according to claim 1:

wherein the smart card calculates a value representing said customer's latest buying habit further from a time difference between a previous purchase and the most recent purchase.

12. (new): A customer relationship management system according to claim

1:

wherein the storage means does not store the information about purchases so

far by said customer.

13. (new) A smart card comprising:

an IC chip having a CPU;

a storage means; and

an I/O interface connected to a terminal,

wherein said CPU:

receives information about the most recent purchase by a customer via said

I/O interface from the terminal,

calculates a first value representing said customer's latest buying habit which

is based on information about purchases so far by said customer, wherein said first

value is calculated by using a second value representing said customer's buying

habit prior to the most recent purchase, said second value being stored in the

storage means, by using the received information about the most recent purchase,

and by using a time difference between a previous purchase and the most recent

purchase, and

sends the calculated first value as needed via said I/O interface.